

**Key Strategic Topic #**

**Downtown Revitalization**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**Create a healthy, vibrant and walkable downtown by expanding and attracting employment, shopping and social activities**

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**

**Key indicator:**

**Objective #1**

**Host a downtown retail start-up fair to connect entrepreneurs with information on maintaining an existing business and opening a new business & acquiring funding.**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1. Establish a location/date			Location options - Masonic Temple, Senior Ctr, Eager Bldg, Field House, High School Commons, DTBD - B based on further info (confirm logistics)			location/space and date are committed	
#2. Develop an ad campaign			Types of Advertising - signage, newspaper (Review + locals, State Journal, radio, mailers, email lists, word of mouth, Cof Comm & City website, Local/tech schools, local I & E clubs			Budget & allocations committed to advertising	
#3. Develop an agenda			Agenda Ideas - 1) Advice & Information, 2) Marketing Opportunities, 3) Meet Business Service Providers, 4) Business Networking/Partnerships, 5) Tour Retail Spaces (Note: Further agenda items to be developed by professionals)			Committee works with a professional to accomplish the agenda	
#4. Identify & secure paid/unpaid professionals			Current business owners, educational & professional agencies, paid facilitator, bankers, lawyers, C of Comm (as reference & sponsor), historic society, business mentors & consultants			Create list of professionals & secure commitments	
#5. Secure nonexpert support/volunteers			C of Comm, ECP, public officials, churches, non-profits, Grove Society, residents, local schools			Identify number of support/volunteers to sufficiently execute the fair	
#6. Collect an inventory of storefronts			Contact real estate professionals, conduct a visual survey			Completed list of available spaces	
#7. Sourcing set-up & equipment			Based on location - Tables/chairs, AV equipment, food/snacks, easels/chalkboards/dry erase, presentation & fair materials, handouts/copies, signage			Acquire estimates for securing identified equipment & set-up materials	
#8. Develop a budget & funding sources			TBD upon completion of relevant action steps			Budget is identified & sufficient resources are secured	
#9. Develop a committee chairperson & coordinating committee			Develop interest/advertise for position			Successful creation of oversight committee	

**Key Strategic Topic #**

**Downtown Revitalization**

**Goal:** (There is only one goal for each Key Strategic Topic)

**Create a healthy, vibrant and walkable downtown by expanding and attracting employment, shopping and social activities**

**GOAL-----**

Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**  
**Key indicator:**

**Objective #2**

**Form a steering committee to develop a user-friendly manual for city government & the public that lists a menu of low-cost tools and strategies for revitalizing Evansville's central business district**

**OBJECTIVE-----**

Provides clear evidence that goals have been achieved. SMART-specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**  
**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
Develop mission statement and goal of manual - Why is the manual necessary?			Person to develop mission statement & goals for the manual program, short marketing piece explaining project purpose			Development of short one-page document focusing on purpose and goal of manual program	
Identify candidates for steering committee			List of current business owners, educational & professional agencies, county facilitator, bank chairpersons, downtown property owners, C of Comm, Grove society, public officials, local citizen & non-profit groups, churches, etc			Develop list of 20-40 potential steering committee members	
Research availability of local grants & other funding for committee & manual development expenses			ECP, C of Comm, Library, residents, donations, downtown business & property owners, fundraisers, etc			Completion of list of potential funding sources, contact sources & discuss funding opportunities	
Advertise & promote the manual program & steering committee positions to potential candidates			Types of Advertising to potential committee members - Kick-off meeting, Signage (storefront, Piggy Wiggly, GF2 corkboard, library, local message boards, etc) ocal Evansville blog, newspaper (Review), mailer or letter, email lsits, C of Comm & City website, Local/tech schools, word of mouth			Completion of advertising list with cost comparison, selection and completion of advertising for at least 2, schools, local clubs, civic members are contacted, city website has been updated w/ manual program description & request for participation	Use document from action #1, advertising should be maintained for a minimum of two months before the Kick-off meeting
Create "buy-in" to the plan by having a program introduction and kick-off meeting			Location/date for meeting, 'reward' for participation speech', leader to conduct meeting, meeting agenda & outline, attendance by invited potential candidates,			Introduction & kick-off meeting conducted, at least 60% of invited guests attend meeting and between 5-10 individuals sign up for steering committee	Use one page document produced in action #1 as handout at kick-off meeting
Define manual program & responsibilities of steering committee			committee discussion, one year of service, commitment to attend meetings, work 3-5 hrs outside of mtgs/ wk, attend training sessions, read related literature, recruit/orient new members, prepare in advance for mtgs, cooperatively draft action plans, present downtown projects to community			Using the steering committee a program & responsibilities of steering committee members are clearly articulated & defined	
Identify potential permanent meeting location/date for steering committee			Library, C of Comm, Allen Realty, B of E community room, downtown businesses, Formecology office, etc			Location and dates of monthly meetings secure	Meeting dates, times and location should be selected for at least the first six months, selected meeting location should also serve as locton for "introduction & kick-off meeting
Research precedents for downtown revitalization manuals			Compilation of manuals from other community downtown revitalization programs			Identify a comparable DR manual the committee can adopt & revise as needed	
Develop manual outline, plan of work (action plan), schedule/timeline, and performance measurements			Committee discussion			Manual outline, work plan, project timeline, and performance measurements are completed	

**Key Strategic Topic #**

**Downtown Revitalization**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**Key result area:**

**Key indicator:**

**Create a healthy, vibrant and walkable downtown by expanding and attracting employment, shopping and social activities**

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Objective #3**

**Develop a pilot business for the principle objective of creating a template for new business start-ups**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1. Develop a committee chairperson & coordinating committee to lead program and document the process			Develop interest/advertise for chairperson & committee			Develop 2 - 5 person steering committee	
#2. Identify as many potentially necessary resources as possible and those that are currently available. Some of these may be industry specific and will need to await the evaluation process.			Professional: UW Business School, Blackhawk Tech, UW Ext, Rock County Economic Dev Agency, Financial: TIF, etc., Real estate availability			Development of resource list	
#3. Develop, in conjunction with professional consultation, evaluation criteria to identify the successful candidate business, giving weight to viability within resource constraints			Committee discussion & professional consultation			Completion of criteria list (Note: List must be applicable/compatible with #7 too)	
#4. Develop guidelines for roles and responsibilities between committee and business owner during the project and follow-up period			Committee discussion & professional consultation			Roles and guidelines are established	
#5. Publicize & conduct search for candidate business			Types of Advertising - signage, newspaper (Review + locals, State Journal, radio, mailers, email lists, word of mouth, Cof Comm & City website, Local/tech schools, local I & E clubs			Completion of advertising campaign & list of candidate businesses	Use results/contacts from Startup Fair
#6. Acceptance of applications for project, use the criteria & award project			Applications from candidates			Awarded candidate	
#7. Work with project owner to develop a plan of work, schedule, performance evaluation, and a contract with necessary stipulations			Committee discussion & professional consultant (i.e. business, lawyer, city personnel, steering committee)			Plan of work, schedule, performance evaluation & contracts are completed	
#8 Execute the plan			Active participation of all parties			Successful opening of new business	
#9. Upon completion write a Report, which using the ongoing documentation, includes all aspects of the process			Report writer			Finished report	
#10. From the Report, develop a uniform 'one-stop' resource portfolio to include a "How-To" startup business guide			Report from #9 plus all other info, author/writer			Successful completion of "How to Guide"	
#11. Establish a permanent business startup program managed by public private partnership to further the long term goal of additional business startups			Follow-up schedule, business report (criteria) outline (Follow-up criteria will be established at step #7) - Note: Follow-up evaluation based on stated goals of business plan			Prepared report presented to Economic Development Committee	

**Key Strategic Topic #**

**Downtown Revitalization**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**Key result area:**

**Key indicator:**

**Create a healthy, vibrant and walkable downtown by expanding and attracting employment, shopping and social activities**

**GOAL-----**

Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Objective #4**

**Create a green business initiative to form the "Allen Creek Collective", a green business mall in downtown Evansville**

**Baseline:**

**Benchmark:**

**OBJECTIVE-----**

Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1 Contact potential business members/organizations			Established area businesses: Scotch Hill Farms, Kinkoo Farms, TP Produce, Free Market Organics, "Allen Creek Food Coop"			Completion of list of members/organizations	
#2. Find location & date for meeting			Location options - Library, Eager Building vacant space, Real Coffee			Location/date secured	Meeting location should be secured for several months
#3. Outline goals to form collective			Goal ideas - Find consultants to work with, research similar collectives, develop collective strategies, apply for grant, create timeline, opening date			List of goals for the Allen Creek Collective are completed	
#4. Apply for "buy local" grant			Grant application, grant writer, etc			Successful acquisition of "buy local" grant monies	
#5. Develop collective marketing/economic/business strategies			Find green business, building and resource consultant - Steve Royko, Madison Environmental Group			Strategies for completion of marketing/economic/business are completed	
#6. Determine whether to build green site or convert exiting space			Location - Permission to convert Main St site to green site or speak to Real Goods about building a demo site, local construction/building professionals, green building consultant			Cost benefit analysis is completed for new construction vs retrofit of existing structure	Converted existing space (urban infill) should be cheaper and better for overall downtown environment
#7. Tour vacnt properties			Consult w/ local realtors			Date of tour is selected, members are notified and tour is completed	
#8. Designate communal & retail use of space			Communal - Green Book clubs, Community Green education, acoustic music, CPR, etc. Retail - Sustainable products with a focus on local and regional producers and businesses			Retail use plan is completed, members agree to & are assigned to space	
#9. Grand opening			Main St green block party, live music, green forum, 92.1 live, pony rides, you name it!			Advertising & city notification and grand opening completed	